Data and Privacy File Guides

Apple Media Services: Apple One Offer Information

August 2021

File name

Apple One Offer Information.csv

File description

This file contains information related to the user's Apple One offer information.

Why Apple keeps this information

Apple retains this information in order to provide the service requested by the user, to understand user preferences, and to measure the performance and improve the quality of of the Apple One program.

Field Name	Details
App Item Type	The service type for the Marketing item (e.g., ARCADE, TV_PLUS, ICLOUD, NEWS_PLUS, FITNESS_PLUS, MUSIC)
App Request Type	The service type the user is attempting to buy or in pre-buy flow (e.g., ARCADE, TV_PLUS, ICLOUD, NEWS_PLUS, FITNESS_PLUS, MUSIC)
Apple Id Number	Apple account identifying number
Apple One Plan Eligibility	The type of plan eligibility offered to the user
Carrier Bundle Plan Indicator	Whether the user has an Apple Music bundle plan
Decision Date	The date the offer was provided
Evaluation Variant	Whether the user's device is enrolled in any analytics evaluations
Offer Flag	Whether a decision was made to show the offer
Offer Group	The offer decision chosen by the user (e.g., PRICE_REDUCTION, SAVINGS, BETTER_VALUE and SUGGESTION)
Offer Item Flag	Whether the offer group was enabled
Offer Order Value	The final rank for the Marketing Item of the current request (e.g., 1 for the best offer to recommend, down to the number of Marketing Item objects that were initially considered by the ranking algorithm)
Request OS Version	The operating system of the user's device on which the offer was presented
Request Platform Type	The user's platform, (e.g., AppleTv, iPad, iPhone), where the of the offer is presented
Request Timestamp	The timestamp when the offer service was triggered

Field Name	Details
Service Name	The service name used for data partition
Store Front Name	The country name of the user's storefront
User Offers Eligibility	The user’s eligibility for an offer
User Subscriptions App Types	All active subscriptions associated with the user (e.g., Arcade, TV_Plus, Fitness)